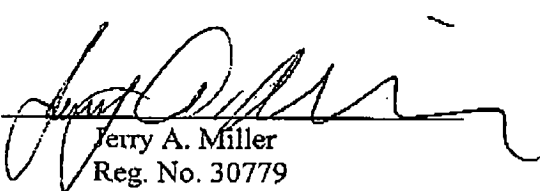
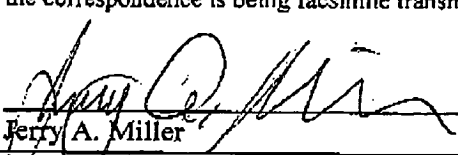


DEC 17 2004

<b>AMENDMENT TRANSMITTAL LETTER</b>				Attorney Docket No: SNY-P4146		
Application Serial Number: 09/752,632		Filing Date: 1/2/2001		Examiner: James R. Sheleheda		Art Unit: 2614
Invention: User Selective Advertising						
<b>TO THE COMMISSIONER FOR PATENTS:</b> Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below.						
<b>CLAIMS AS AMENDED</b>						
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	NO. OF EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	93	MINUS	93	0	\$18	\$0
INDEP. CLAIMS	8	MINUS	8	0	\$88	\$0
_____ Petition is hereby made under 37 CFR 1.136(a) to extend the time for response to the Office Action of <u>10/7/2004</u> to and through _____, comprising an extension of the shortened statutory period of: <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div>           _____ one month (\$110.00)            _____ two months (\$430.00)         </div> <div>           _____ three months (\$980.00)            _____ four months (\$1,530.00)         </div> </div>						
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>						<b>\$0.00</b>
_____ Please return the enclosed post card. _____ A credit card payment form is enclosed. _____ A check in the amount of \$ _____ is attached. <input checked="" type="checkbox"/> Charge <u>any underpayment</u> to Deposit Account <u>501267</u> . <input checked="" type="checkbox"/> No additional fee is required. <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div> <u>12/17/2004</u> Date         </div> <div style="text-align: center;">             Jerry A. Miller Reg. No. 30779         </div> </div> <p>I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or the correspondence is being facsimile transmitted to the USPTO, on <u>12/17/2004</u>.</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div>             Jerry A. Miller         </div> <div>           Reg. No. 30779         </div> </div>						

PAGE 1 OF 20  
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PATENT

DEC 17 2004

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Patent Application of:

Inventor(s) : Zustak, et al.  
Filed : 1/2/2001  
Serial No. : 09/752632  
Confirmation No. : 9430  
Group Art Unit : 2614  
Examiner : Sheleheda, James R.  
Docket Number : SNY-P4146  
Title : User Selective Advertising

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## CERTIFICATE OF MAILING / FAX TRANSMISSION

I hereby certify that this correspondence is, on the date shown below, being:

- ☐ deposited with the U.S. Postal Service as first class mail with sufficient postage in an envelope addressed to:  
Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.
- ☒ transmitted by facsimile to the U.S. Patent and Trademark Office.

JERRY A. MILLER Reg. No. 30,779  
(Applicant, Assignee or Reg. Representative)

Signature

Date

RESPONSE TO OFFICE ACTION

Sir:

INTRODUCTORY COMMENTS:

This communication is responsive to the Office Action dated 10/7/2004, in which all claims were rejected and certain of the claims were objected to. Applicant(s) respectfully request reconsideration in view of the following.

S/N 09/752,632